productive FUNDRAISING with Chad Barger, CFRE

How to Turn Event Attendees Into Annual Donors

AGENDA:

1. Why Events?
2. Getting the Right People in the Room
3. Cultivating the Pre-Donor Experience
4. The Asks
5. Q&A

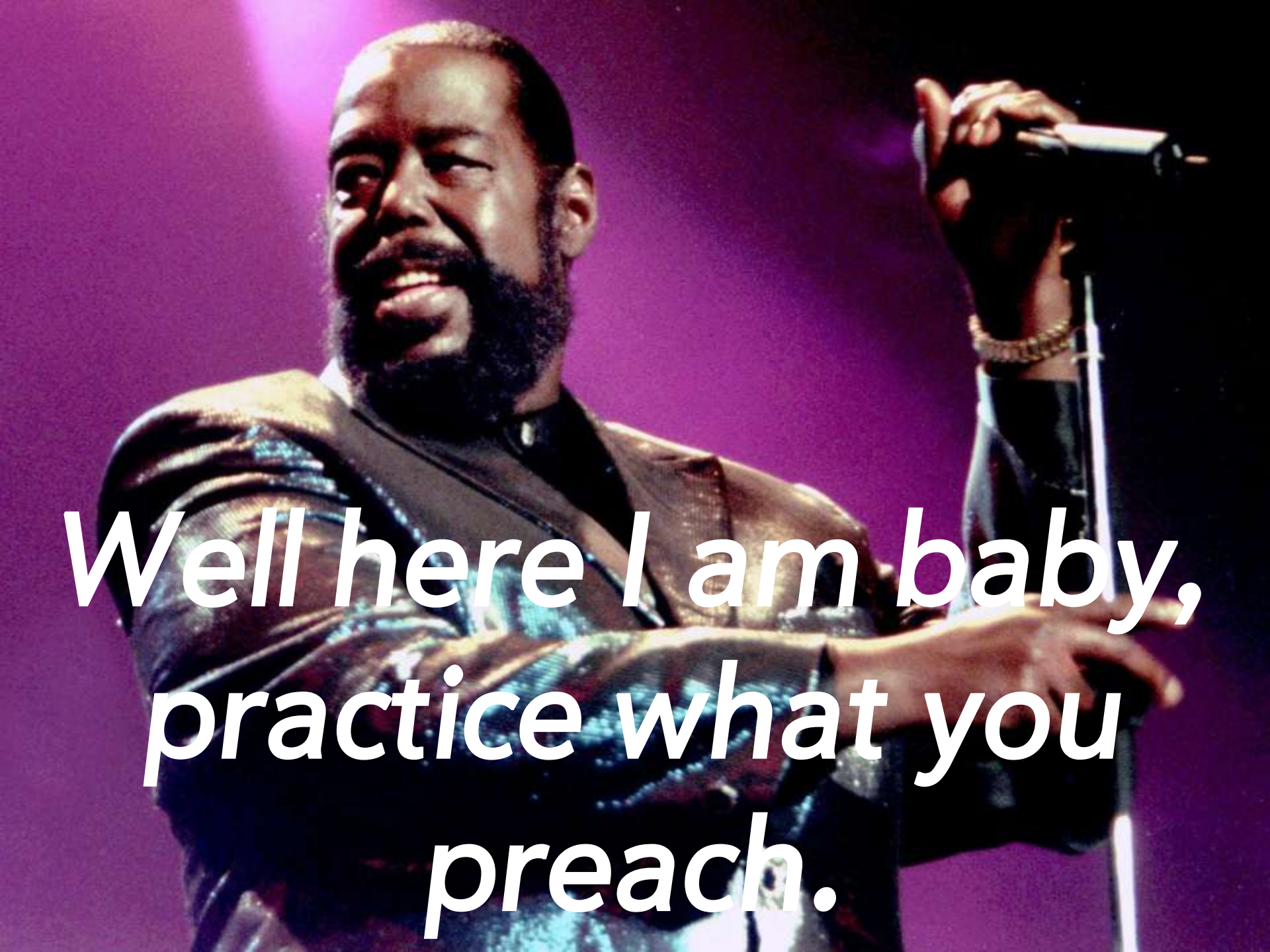
Who is this guy?

And why does he think he knows what he's talking about?

career fundraiser

CFRE™

providing fundraising strategy, training & coaching to small nonprofit organizations


Well here I am baby,
practice what you
preach.

But more importantly ...

THE CULTURAL ENRICHMENT FUND PRESENTS
THE RED CARPET
SOIRÉE
ARTS GALA & SHOWCASE EXPERIENCE

lesliegilbert
PHOTOGRAPHY

slides?

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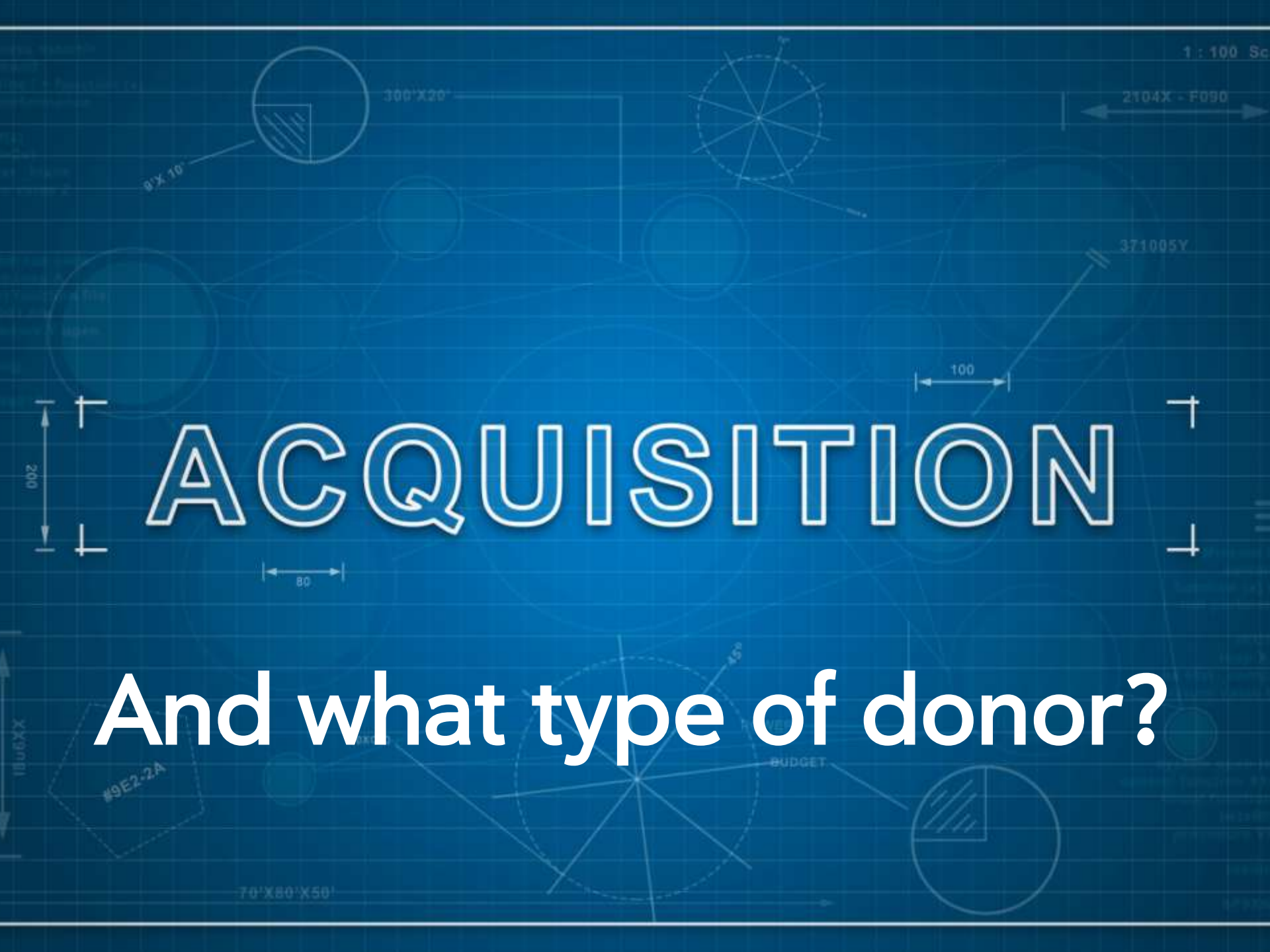
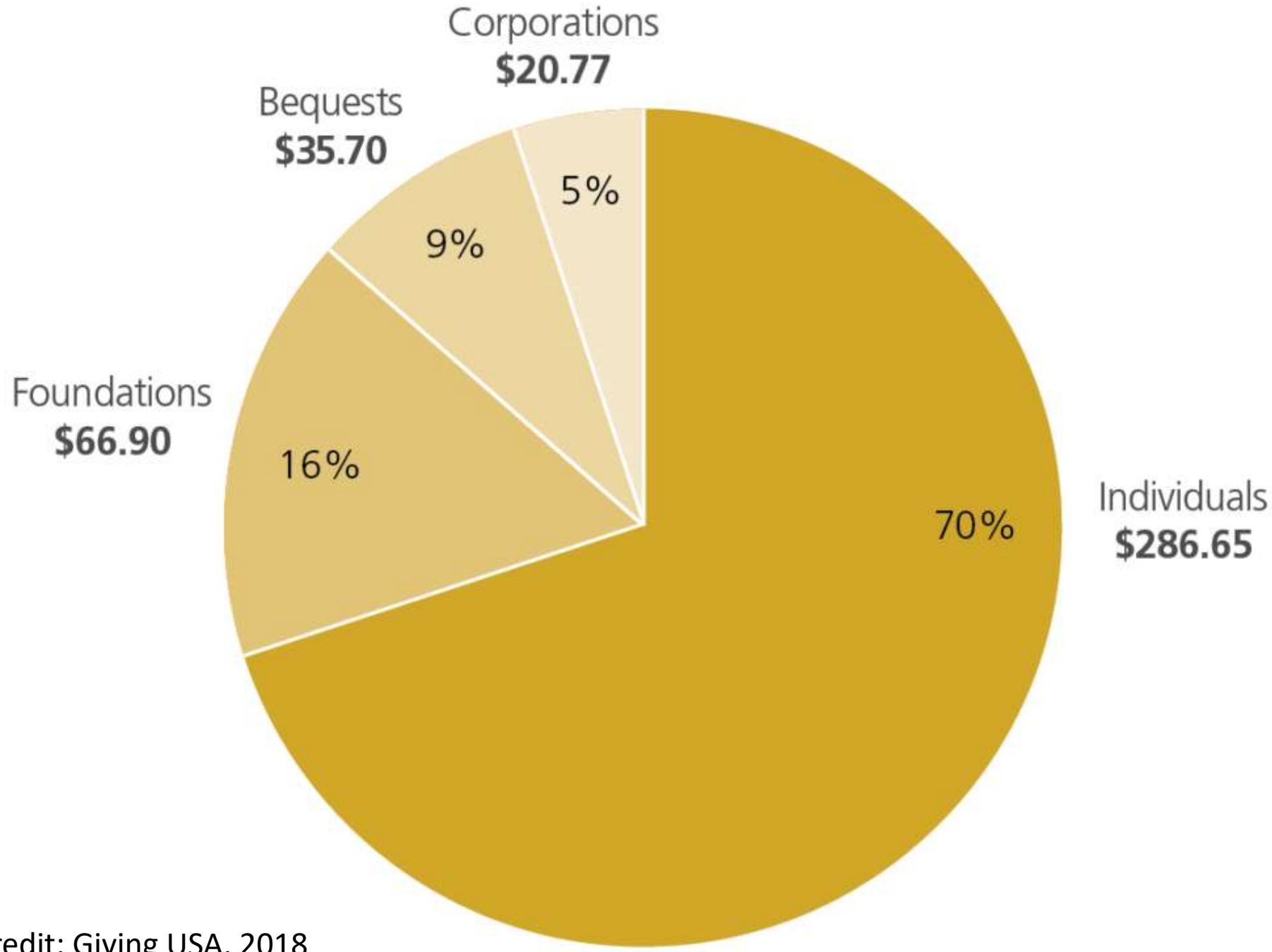
Why Events?

What should be the primary purpose of a fundraising event?



And what type of donor?



Credit: Giving USA, 2018

The primary purpose of fundraising events should be to find new individual donors.

Getting the Right People in the Room

transactional vs. relational donors

Who needs to know this?

board members

event committee

loyal attendees

Cultivating the Pre-Donor Experience

before the event

Hi, my name is Jane.

relentless contact info capture

- Online forms with required fields (name, address & email)
- Ticket purchase form
- Table / foursome registration form
- Email follow up forms (jotform.com)

send pre-event emails

- Create event excitement (sneak previews)
- Start talking about the mission & how they're making a difference
- Answer FAQs (parking / attire / estimated ending time)
- Get them used to hearing from you

during the event

Hi, my name is Jane.

relentless contact info capture

- Auction bidder pre-registration
- Sign in sheet
- “We mail a formal receipt for tax purposes & send auction item redemption instructions via email.”

STORY TIME

story characteristics

- Compelling story about 1 PERSON, place or thing
- Rich detail (create a vivid picture)
- Brings up a SOLVABLE problem
- And …

donor = hero

- “Without you, this would not be possible.”
- “Because of your support, Johnny has a safe place to sleep tonight.”

get them to take a first step with your organization

potential first steps

- Fund a cause with low participation threshold ($100)
- Raffle with table captains (clipboards)
- Wish Board

WISHBOARD

Funding scholarships for 50 children to attend a week of summer arts camp

$1	$2	$3	$4	$5	$6	$7	$8	$9	$10
$11	$12	$13	$14	$15	$16	$17	$18	$19	$20
$21	$22	$23	$24	$25	$26	$27	$28	$29	$30
$31	$32	$33	$34	$35	$36	$37	$38	$39	$40
$41	$42	$43	$44	$45	$46	$47	$48	$49	$50
$51	$52	$53	$54	$55	$56	$57	$58	$59	$60
$61	$62	$63	$64	$65	$66	$67	$68	$69	$70
$71	$72	$73	$74	$75	$76	$77	$78	$79	$80
$81	$82	$83	$84	$85	$86	$87	$88	$89	$90
$91	$92	$93	$94	$95	$96	$97	$98	$99	$100

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potential first steps

- Pledge cards on the table (encourage monthly giving)

- The transaction provides the reason for needing their contact info

LOVE

make sure they feel appreciated

- Greeter before the registration table (work the line)
- Board member visits & thanks each table (“We couldn’t do the great work we do without YOU!”)

after the event

post-event email

- Sent next weekday after the event
- “Thanks for attending …”
- Event results
- What those funds will be used for
- Link to a video to learn more about that program

4 question event survey

- Sent 1-2 weeks after event (WHY?)
- What overall rating would you give the event?
- How would you rate the food & beverage?
- How would you rate the auction experience?
- How does the event compare to other
  cha d in the
  reg

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The pivotal moment ...

1 month post event

Thank you ...

invite them to a free engagement activity

most effective = immersive experiences

And finally,

Report on impact

the impact letter

(3-6 months post event)

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The Asks

ask #1

unrestricted appeal

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key appeal components

- Mention that they first supported you during the event
- Talk about the impact you've shared with them over the last 6 months
- Ask them to consider joining you in supporting this cause with an unrestricted donation
- Amount = at least the price of the tickets as a starting point

ask #2

event invitation

The primary purpose of fundraising events should be to find new individual donors.

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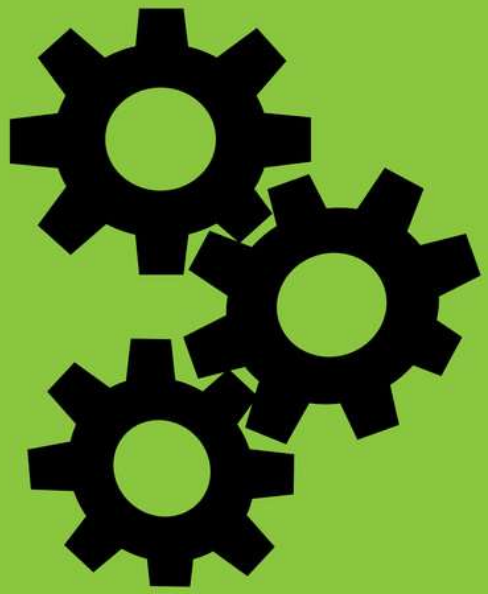
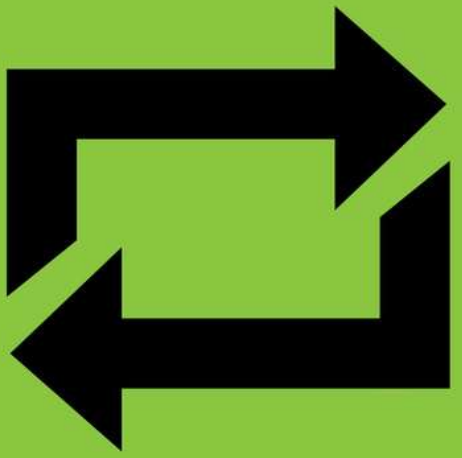
TRY RINSE REPEAT





It’s not complicated.

But it requires organized effort.

Very few event attendees will convert to annual donors on their own.

The must be stewarded and asked.

The End!

further learning

@fundraiserchad

4/25 @ 12pm (eastern)

questions

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